

84th Annual  
**Midsummer Festival**

**SATURDAY,  
June 24th, 1978  
All Day**



**SVEADAL**  
Uvas Canyon, Santa Clara County

Given under the auspices of  
**Swedish  
American  
Patriotic  
League**



# Swedish American Patriotic League

SAN FRANCISCO

OAKLAND

*wishes one and all a Happy Midsummer*

with sincere appreciation to the many committees and friends for their support and efforts to make this evening's festival an outstanding success.

**Harry Talbot**

President, San Francisco

**FRED NICHELINI**

President, Oakland



*Wishing you a  
Happy Midsummer*



THE TALBOT FAMILY

Queen Carol

Harry — Ramona — Kurt

Sincere Appreciation

to all who helped

Yesteryear and today

**GLAD MIDSOMMAR**

**HARRY TALBOT**

President

Swedish American Patriotic League

**Happy Midsummer**

from

When you travel  
to Europe fly



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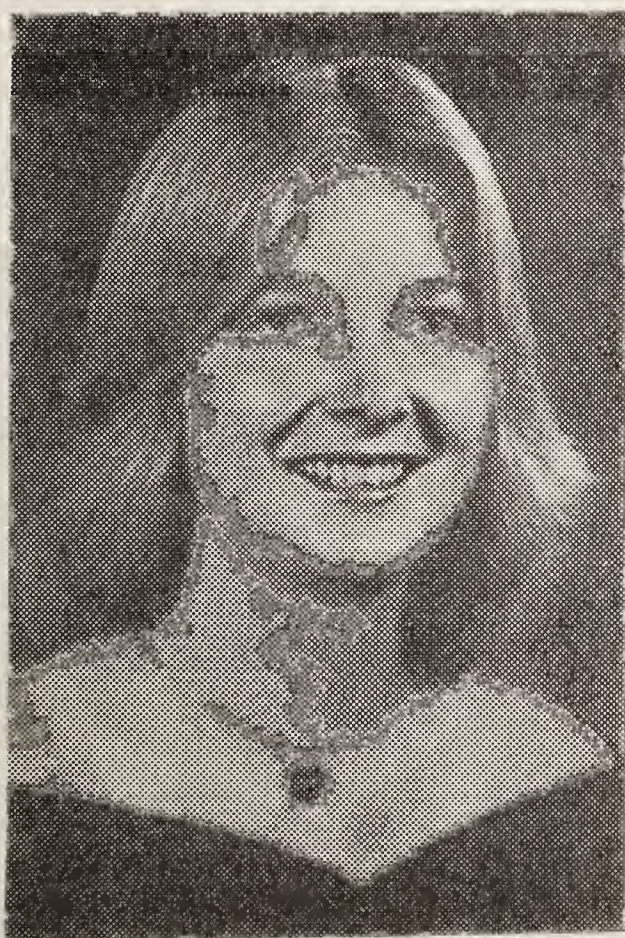
(800) 252-0161



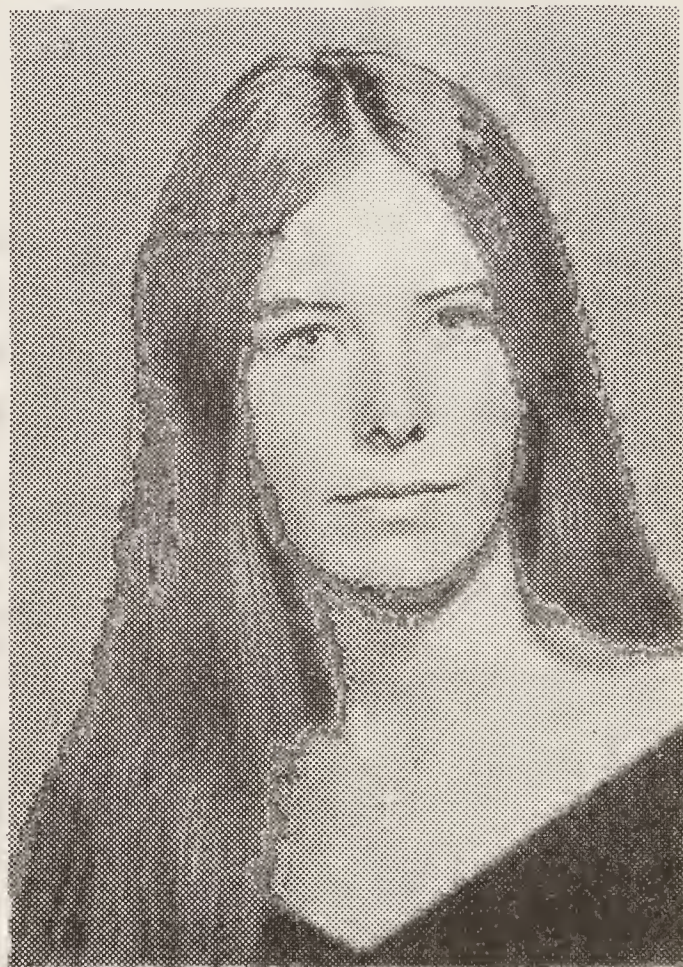
# GLAD MIDSOMMAR



**CAROL Z. TALBOT**  
Midsummer Queen



**KAREN OLSON**  
Svea



**LISA DUFF**  
Columbia



Midsummer Greetings from  
**TEGNÉR LODGE No. 149, V.O.A.**

meets first Friday in the month,  
Pilgrim Congregat. Church, 5763  
Walnut St., Oakland.

WINNIE McGUIRE, *President*  
SUZANNE NAHLIN, *Secretary*



### *The Golden Gate District Lodges*

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of 22 local lodges in San Francisco, Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose, Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding, South Lake Tahoe, Reno and Oroville extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

**Rey Dalquist**  
District Master

**Anna Clawson**  
District Secretary

MIDSUMMER GREETINGS

**Tor Lodge No. 537, V.O.A.**  
San Francisco

*Meets Second Friday in each month at  
Swedish-American Hall, 2174 Market St.*

EVELYN EIKELAND, *Chairman*  
ELLEN SANDBERG, *Secretary*

Best wishes for a successful  
84th Annual  
MIDSUMMER FESTIVAL

**FYLGIA LODGE No. 119**

Vasa Order of America



The Color Guard here today

is part of

**Fylgia's Drill Team**

**Clyde Forsman**  
Chairman

**S. William Sjodahl**  
Secretary



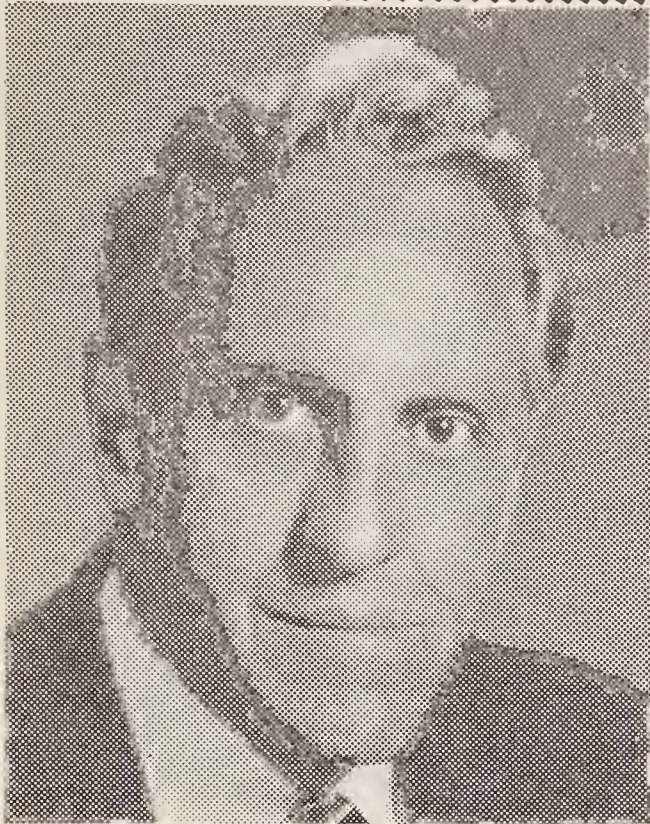
**Midsummer Greetings  
from  
John and Gladys  
Peterson**



**ANDERS och  
ELLEN SANDBERG**

**önskar alla sina vänner  
en Glad Midsommar**





HARRY TALBOT  
Festival Chairman



FRED NICHELINI  
Vice Chairman

## GLAD MIDSOMMAR

önskas av

# Vestkusten

### I sommarens soliga dagar

I sommarens soliga dagar  
Vi gå genom skogar och hagar  
På färdens besvär ingen klagar  
Vi sjunga var vi gå. Hallå, Hallå.  
Du som är ung kom med och sjung  
Och sitt ej hemma slö och tung.  
Vår sångartropp, Han går upp  
På kullens allra högsta topp..  
I sommarens soliga dagar  
Vi sjunga var vi gå, Hallå, Hallå.

Bland mognande skördar som gunga  
Vi vandra i klunga och sjunga  
De gamla som hör oss blir unga  
Vi sjunga var vi gå. Hallå, Hallå.  
Du som är ung, etc.

*Enjoy*

# SVEADAL

*this summer*

Your own Recreation Park  
in Uvas Canyon,  
Santa Clara County

SWIMMING — TENNIS  
CABINS — MEALS  
PLAYGROUND

### CALENDAR OF EVENTS

July 1—2—Tennis Tournament  
July 22—52nd Anniversary of  
Sveadal  
September 3—Labor Day  
Swimming Races



## P R O G R A M

Chairman of the Day - - - Harry J. Talbot  
Vice Chairman of the Day - Fred Nichelini

### 4 P.M. - Program on the Lawn

Raising of the Maypole and Procession

Fylgia Color Guard, Officers, Costume  
Group, Singers, Maids of Honor, Colum-  
bia, Svea, Crown Bearer, Train Bearers  
and the Midsummer Queen

### FLAG SALUTE TO THE QUEEN

Star Spangled Banner - Du Gamla, Du Fria  
Erik Svenson, Trumpet, Kurt Talbot, Drums

### WELCOME AND CROWNING OF THE QUEEN

Harry J. Talbot, President, SAPL, S.F.

### INTRODUCTIONS:

Guests and Queen's Junior Attendants  
Crown Bearer - Ryan Massey  
Train Bearers - Gwen and Heidi Bergmark

Roslagsvär - - - - - Hugo Alfven  
Fryksdalsdans - - - - - Folk Song

### ZAIDA ZINGERS

Zaida Binetti, Director

### PRESENTATION OF SVEA

Fred Nichelini, President, SAPL, Oakland

### PRESENTATION OF COLUMBIA

Carl Mattman, P.P. & Sveadal Bd of Governors

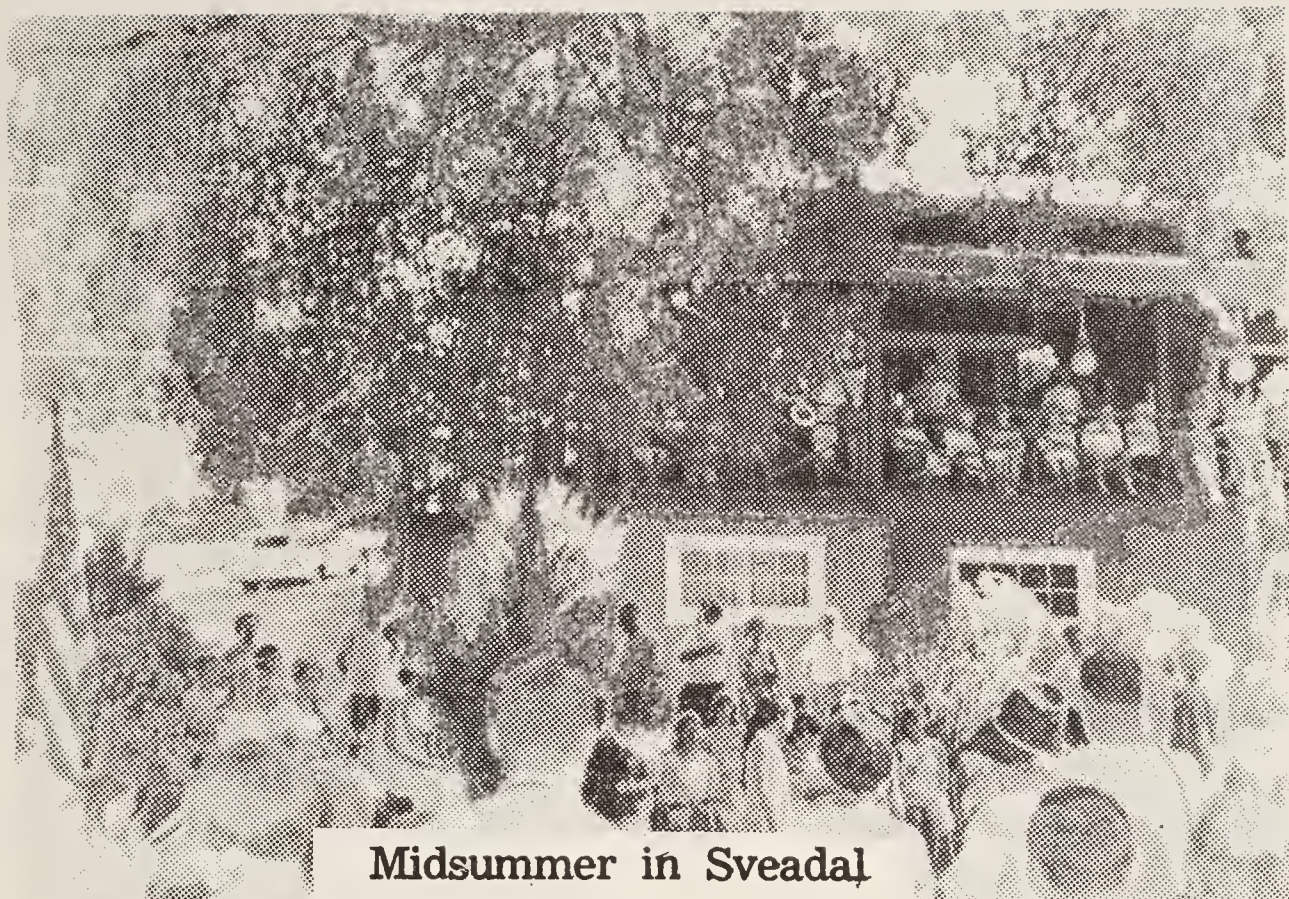
Banjo Solos

CHARLIE TAGOWA

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Ann Marie Van Horn invites you to see the  
Heritage Display





**Midsummer in Sveadal**

PRESENTATION OF THE QUEEN'S COURT  
 SUSAN BIANUCCI, VICE PRESIDENT, SAPL, S.F.

Terri Anderson, Jonice Bates, Karen Bell,  
 JoAnn Erikson, Teresa Ferrari, Jill Hanlon,  
 Tami Hartley, April Kilstrom, Lisa Martinson,  
 Lynn Oredesen, Kathy Peterson, Peggy Peter-  
 son, Martha Rosa, Maria Saraste, Karen Van  
 Horn

STATION BREAK FOR TV COMMERCIAL  
 GARY SCHNELL

Fyramannadans

ENSEMBLE INTERNATIONAL

PROCESSION TO THE DANCE FLOOR

THE MIDSUMMER QUEEN'S WALTZ

MAYPOLE DANCE BY ENSEMBLE INTERNATIONAL

Followed by Ned and Marian Gault

Leading Unison Ring Dances

After sundown an additional Display of Folk  
 Dances of Austria

Hear the Zaida Zingers during the evening  
 See the Puppeteer

Dance all evening to the music of Gary Pacini's  
 CONTINENTALS



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### Swedish Relief Society of San Francisco

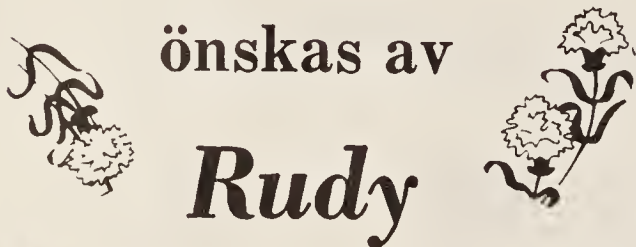
Meetings held at Noon on first Monday every  
month at Swedish American Hall.  
Refreshments and cards.

*President:* MRS. MARTHA KUHNLE

*Secretary:* MRS. RUTH NELSON

\*\*\*\*\*

## GLAD MIDSOMMAR



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# Glad Midsommar

TO QUEEN CAROL  
and all her happy subjects

Hugo och Evelyn Olsson

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## Midsummer Greetings

### THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesday in

Moose Hall, Oakland

BRUCE FEIST, *President*

ALBERT CARLSON, *Secretary*  
534-7622

For membership information contact  
above officers.

Now is the time to join the  
East Bay's oldest and most  
progressive Society.  
Financially sound.

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### SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

JUNE WILLIAMS, *President*

DIANE JAUREGUI, *Secretary*

---

### SWEDISH LADIES SOCIETY JENNY LIND OF OAKLAND

*A Social and Sick Benefit Organization*

*Meetings second Thursday every month in  
Björnson Hall*

*President—*MARGARET CARROLL

*Secretary—*BERTHA BECHTLE





Officers  
and  
Members  
of the  
**SWEDISH CLUB**

önskar alla

**EN GLAD MIDSOMMAR**

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

*Happy Midsummer*  
**Young Scandinavians  
Club**

P.O. Box 99610  
San Francisco, CA 94109  
President: Viveca Remon  
(415) 776-0996

General information:  
Lisa Wiborg  
(922-3236 daytime only)

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

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Ernst Meyer, Prop.



**Midsummer Greetings**

from

**THE SWEDISH SOCIETY  
OF SAN FRANCISCO**

**A Century of Fraternalism  
in the Bay Area**

We own and operate the  
Swedish American Hall  
2174 Market Street, S.F.  
for your pleasure.

\*

We have facilities for meetings—  
recreation — dinners — Socials  
organizations

\*

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San Mateo

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*Midsummer Greetings*

from

**Eva & Oscar F. Person**



Wishing you a  
Colorful

**MIDSUMMER**



**ROY ANDERSON PAINT CO.**

"With stores serving"

**San Francisco — San Rafael**

962 Battery Street, (Cor. Green)  
San Francisco

*Midsummer Greetings*

from

Carl W. Svenson

Erik Mark Kjell



**Midsummer Greetings**

from

**Vera and John Nelson**



**SIV och  
ART ELWING**

önskar en

**GLAD  
MIDSOMMAR**

1 1 1

**Siv Custom  
Picture Framing  
San Carlos**



Wishing you

a most happy

**Midsummer**



**GEORGE and EDELTRAUDE  
FRYKBERG**



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Come join the Sveadal Club's

**"Sveadal Night Fever"**

***Saturday, August 12,  
1978***

**in Sveadal**

Games, Cocktails and Dinner

Dancing to:

**"Disco Down's Mobile Disco"**

For further details contact Greta Anderson, 47 Middlefield Dr. San Francisco, CA 94132



# SVEADAL

**HISTORY OF THE SWEDISH  
SUMMER RESORT**

**Golden Anniversary Edition**

**by**

***Muriel Nelson Beroza***

**\$15.00 per copy plus 55 cent for postage.**

**Copies obtainable from**

**(San Francisco) Ramona Talbot — 756-8873**

**(East Bay) Gladys Peterson — 351- 1952**

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*Greetings and best wishes for a*

## **Happy Midsummer**



from



**Mrs. Reno F. Anderson**

**Mr. and Mrs. Reno C. T. Anderson**

**C. A. ANDERSON FUNERAL PARLORS**

